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Cap. 6

# FOOD INFORMATION CALENDAR

OFFICE OF INFORMATION  
UNITED STATES DEPARTMENT OF AGRICULTURE

October 9, 1943

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No. 27

## NATIONAL ORGANIZATIONS THROW THEIR POWER BEHIND FFFF PROGRAM

Last week in three cities, Washington, Chicago, and New York, many national organizations (men's, women's, youth, service, labor, etc.,) volunteered for action in the Food Fights for Freedom Campaign. In joint meetings, after hearing Community Mobilization plans, the national organizations made plans for stimulating local action in three ways:

- (1) Self-education about food facts and community programs through their house organs and other information channels: journals, news letters, speakers at local meetings and conventions.
- (2) Some local clubs will form their own "Food Fights for Freedom" committees, to work with the community Food Committee.
- (3) Special community projects which the local organization is equipped to carry through, or is already carrying on: these projects to be coordinated by the Food Committee. Local service clubs of the International Lions, the local American Legion Post, and B'Nai Brith, PTA groups and the many women's organizations, for example, will help in several ways: supply speakers and discussion leaders, volunteer help to school lunch projects; help stimulate participation in community canning, Victory Garden, Clean Plate Clubs, cooking schools, and other community projects; conduct public demonstrations and exhibits -- parades, mass meetings, giant displays on the public square, and so on.

This drives the final nail in our building of a Nation-wide powerhouse for the Food Fights for Freedom Campaign. Besides the OCD, OPA and WFA lines to the Community Food Committees, we have the Office of Education outlets to the schools, and now the organizations, reaching their own members direct. Add to this the advertising and national publicity phases, and we have a lot of power channels to back up our local food programs, to let every man, woman and child in this country know how they can each help to shorten the war with food. We predict that the kick-off month is November, when the communities swing into action, will make history. It makes history just to see the way OCD, OPA, and WFA are working together on a common program. Our food job needs strong inter-agency cooperation at all levels -- national, regional, state and community. Let's hope it works out to stay for the duration, and as long after the war as need be.



Important information on oilmeal, soybeans, flaxseed, etc.

State and County War Boards have on hand copies of three important documents issued October 2. Don't let them get stuffed into the file without a careful reading.

- (1) Food Production Order 9, Revised, on limitations on sale, shipment, and inventories of oil-seed meal and on use of soybean products.
- (2) Letter from J. B. Hutson to all processors of cottonseed, flaxseed, peanuts and soybeans.
- (3) Tentative statement of policy for feed and livestock.

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APPLES: The demand for fresh fruit is so great this year, in relation to the small crop, that WFA has acted to assure an adequate supply of low-grade apples going to processing channels by limiting sales of such fruit in certain areas for fresh market consumption. Order affects designated areas in California, Maryland, New York, Oregon, Pennsylvania, Virginia, Washington, and West Virginia. An order administrator and 20 deputies have been named. Details are given in press releases 707-44 and 769-44, and in War Board Memorandum SD, Production 59X.

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HOME FRONT PLEDGE CAMPAIGN.....Episode 10

SALUTE TO--

Danbury, Conn., which shoved off its Home Front Pledge Campaign in a rally this week which more than 1,200 attended. Singers Marion Anderson and Grace Moore, housewives, merchants, civic leaders and others expressed their appreciation for the principles of the Pledge drive.

San Francisco, where the Junior Chamber of Commerce, with assistance from almost every organization in the city, is carrying the Home Front Pledge to both men and women. A feature of the campaign will be a well organized "Mr. OPA" theme.

Springfield, Ill., where Mayor Kapp, assisted by 2,900 air raid wardens and civic organizations, has launched a Home Front Pledge Campaign which will reach every home. Labor unions there are taking a front position in pledge getting, visiting every member's family.

Boston, for its all-out determination. Every big store has joined the civic organizations in urging citizens to fight Black Markets. Massachusetts' governor and Boston's mayor are actively participating in the fast moving campaign.

Push Needed on Fertilizer Applications: WFA says we'll have enough mixed fertilizer if farmers will place applications with their dealers and accept delivery as soon as possible so manufacturers can deliver it over a longer period. Because of transportation, labor and storage difficulties, fertilizer plants will be better able to meet farmers' needs if the mixed goods are kept moving. (USDA press release No. 715-44 points up these facts.)

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### MUCH SPUDS!

On the production front: WB memo 434 (Production 59) of October 5 tells about the late potato support program. It re-pledges use of CCC loans to aid all storing and marketing that can be handled by the industry, and states intention to enter loss coverage agreements with distributors when necessary in emergencies. A big chunk of the spuds will be diverted into starch, much needed for sizing parachute cloth and other war needs. Direct purchases by FDA will be strictly limited to welfare needs. War Boards have a responsibility to the farmers and to the nation in helping make the loan program click, and thereby saving precious food.

The Consumer Front: A hot little campaign is being whipped up by FDA to meet the potato crop on the eating end. Objectives are (1) to encourage greater use during harvest, (2) to urge householders who can to store a peck or two. The program will hit its peak with the featuring of potatoes as a Victory Food Selection during the period October 21 - November 6. The organized food trade will make a splash in the papers and on the air at that time. A handbook "Program to Utilize the Plentiful Fall Potato Crop" has the story straight, and some snappy recipes to boot. If you don't have this and other materials yet, you may expect same shortly. Might check with your local FDA man on local aspects, you non-FDA's.

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### Farm Labor

We seem to be riding the hump of the farm labor need peak, with heavy battles being fought in many sectors. Cotton harvesting is still a big problem, with many Southern towns closing up to go into the fields, and corn and soybeans are adding a grey hair to many a Mid-western head. Maine, with 62 million bushels of Irish potatoes in prospect, is begging help from everywhere. Sugar beet country and the fruit and vegetable sections of both coasts are heading into some nasty little skirmishes with Old Man Time. But the Old Boy is going to know he's been in a fight, if enough town folks are made acquainted with the local needs. They have certainly been turning out. (See Food Information Series No. 67, October 1.)



RADIO

FARM AND HOME

- Monday, October 11: Ruth Van Deman -- "Mend It...Make it Do"  
Victory Gardens -- Ernest Moore -- "October Chores  
in the Victory Garden."
- Tuesday, October 12: Robert M. Salter, Chief, Bureau of Plant Industry,  
Soils and Agricultural Engineering and Wallace  
Kadderly -- "Economy in Shipping Fruits and  
Vegetables."  
Ruth Van Deman -- "Butter for Civilians."
- Wednesday, October 13: Roy F. Hendrickson, Director, Food Distribution,  
War Food Administration -- "The School Lunch Program."
- Thursday, October 14: Ruth Van Deman, Wallace Kadderly, and E. J. Rowell,  
"Potatoes -- Victory Food Selection."

UNCLE SAM'S FOREST RANGERS

- Friday, October 15: Wallace Kadderly -- "Livestock Slaughter Regulations."

CONSUMER TIME

Saturday, October 16, ends the series on the Basic Seven Food Groups, with  
"Group Seven--Butter and Fortified Margarine." This program will suggest some  
tricks for saving food fats.

Miss Margery Vaughn, WFA Nutritionist, Mrs. Freyman, the inquiring consumer  
and Johnny Smith, consumer reporter, will be on the program. The leaflet  
"Fats in Wartime Meals" will be offered.

As soon as this program has been presented, scripts on the entire Basic Seven  
Foods will be available. The series will comprise 8 scripts--one for each  
group, plus the initial script which gave over-all coverage under the title  
"Food Makes History".

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Two new worthwhile leaflets--

"COOKING WITH SOYA FLOUR AND GRITS" - AWI 73

"TAKE CARE OF PRESSURE CANNERS" - AWI 65

These may be obtained free through your office  
in Washington.

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